

VIRGINIA SLIMS DUELING DIVAS WEEKLY RECAP
WEEK OF NOVEMBER 2 - NOVEMBER 8, 1998

Market Manager ObservationsConsumer FeedbackLOS ANGELES

<ul style="list-style-type: none">• The band (Red and the Red Hots) who performed at the Derby made frequent announcements encouraging consumers to participate in the promotion.	<ul style="list-style-type: none">• The incentive winners at the Derby were thrilled with the items. Most stated that it was the first time they had won anything.
<ul style="list-style-type: none">• The management and staff at the Derby were very helpful and assisted us in any way they could. They let us know we would be welcome back anytime.	<ul style="list-style-type: none">• There were three consumers at the Derby who were very happy that proposition 10 had passed. They did not see any virtue in a tobacco company donating to a charity such as Project Angel Food.
<ul style="list-style-type: none">• The management at Dublin's was very helpful and sought out the best location for our kiosk. Very interested in the promotion.	<ul style="list-style-type: none">• A few men at the Derby commented that they should be included in the giveaways since they were smokers.
<ul style="list-style-type: none">• The management and staff at Crush Bar were wonderful. Helped in any way they could.	<ul style="list-style-type: none">• A few consumers at Dublin's inquired about the Showcase and commented that they would be there.
	<ul style="list-style-type: none">• There was a "good-time party group" at the Crush Bar. They felt special when they were given the back packs. They couldn't believe Virginia Slims would be so generous.

HOUSTON

<ul style="list-style-type: none">• The management and staff was willing to help out in any way.	<ul style="list-style-type: none">• "Why do I need to show my ID?" (Customer did not finish the survey).
<ul style="list-style-type: none">• The band (Hi-Rize) made frequent, quality announcements. Very good at promoting event.	<ul style="list-style-type: none">• "Sure, anything for charity." The charity was a very strong incentive for some consumers.
<ul style="list-style-type: none">• The Outback Pub is a small but busy club and the kiosks can overwhelm valuable space.	<ul style="list-style-type: none">• Several consumers saw us setting up. They commented on the elaborate set up and were intrigued by the equipment.
<ul style="list-style-type: none">• Management at Outback Pub have given us lots of freedom with signage and let us take over the club.	<ul style="list-style-type: none">• We had several consumers comment that they would like free lighters or cigarettes.
<ul style="list-style-type: none">• The management at Sam's Place was very helpful. They enjoyed the promotion last time and seemed happy to see us again.	<ul style="list-style-type: none">• A group of Marines and their dates came in to Sam's Place. They were not interested in participating until they heard about the charity, then they were eager to participate.

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TAMPA

<ul style="list-style-type: none">• The DJ at the Rubb was great to work with . He made frequent announcements and tried to get the crowd excited about the promotion.	<ul style="list-style-type: none">• Consumers were impressed that Philip Morris was donating money to an AIDs charity.
<ul style="list-style-type: none">• The band (Brainiac's Daughter) was also very good at enticing consumers to vote.	<ul style="list-style-type: none">• There were some consumers at the Rubb who did not want to participate because they were too busy dancing . Some were rude about not participating.
<ul style="list-style-type: none">• The management and staff at the Rubb were very helpful. The woman bartender even wore a shirt.	<ul style="list-style-type: none">• Consumers at Full Moon Saloon were very approachable and willing to participate.
<ul style="list-style-type: none">• The DJ at Full Moon Saloon was very helpful. He made frequent announcements and was very enthusiastic about promotion.	<ul style="list-style-type: none">• Once again the male consumers were upset that there weren't more items they could use.
<ul style="list-style-type: none">• Staff at Full Moon Saloon were very helpful. They seem to really enjoy having the promotion at their club.	

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